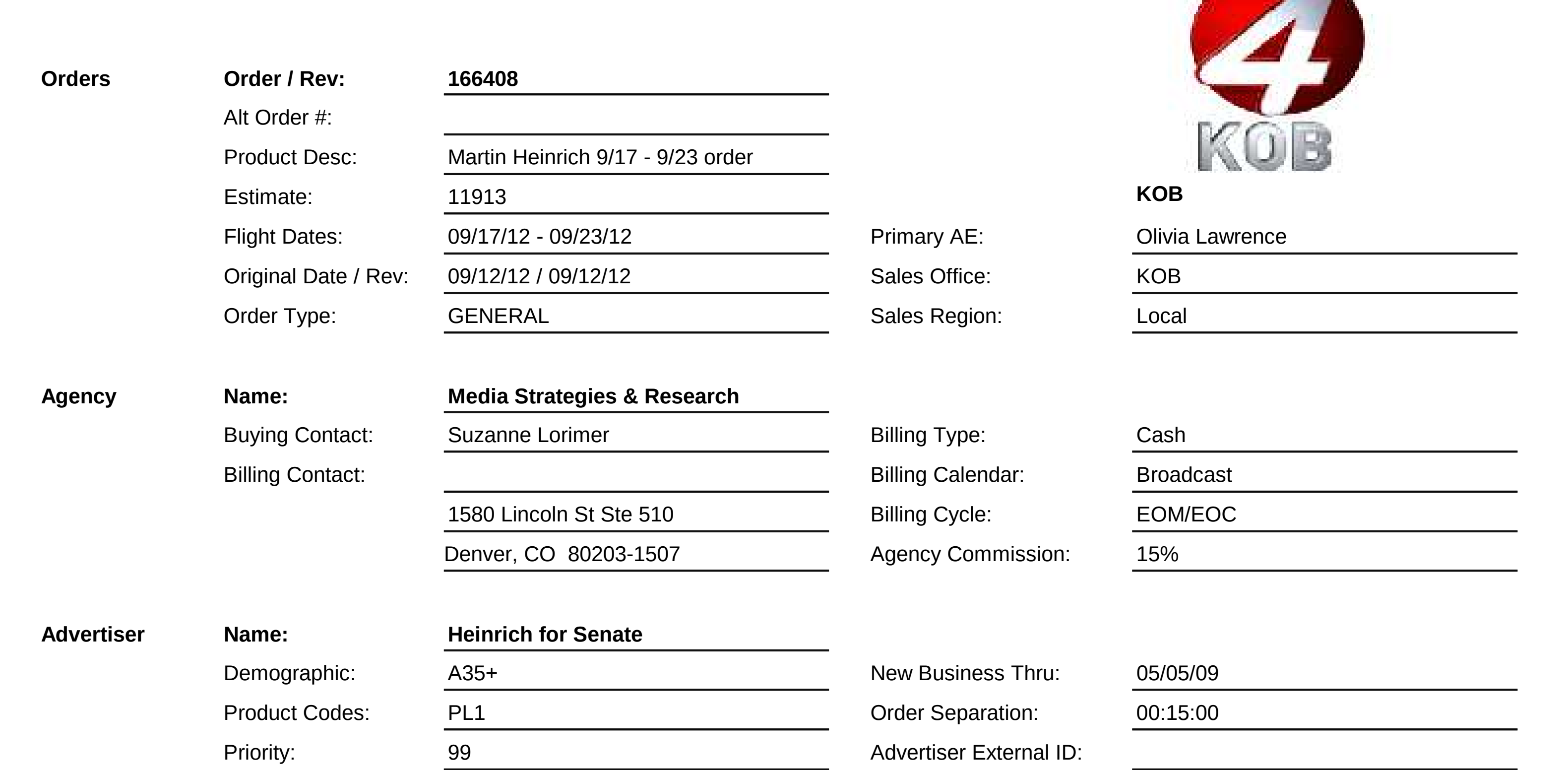
ORDER



KOB

Orders				
	Order / Rev:	**166408**		
	Alt Order #:			
	Product Desc:	Martin Heinrich 9/17 - 9/23 order		
	Estimate:	11913		
	Flight Dates:	09/17/12 - 09/23/12	Primary AE:	Olivia Lawrence
	Original Date / Rev:	09/12/12 / 09/12/12	Sales Office:	KOB
	Order Type:	GENERAL	Sales Region:	Local

Agency				
	Name:	**Media Strategies & Research**		
	Buying Contact:	Suzanne Lorimer	Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1580 Lincoln St Ste 510	Billing Cycle:	EOM/EOC
		Denver, CO 80203-1507	Agency Commission:	15%

Advertiser				
	Name:	**Heinrich for Senate**		
	Demographic:	A35+	New Business Thru:	05/05/09
	Product Codes:	PL1	Order Separation:	00:15:00
	Priority:	99	Advertiser External ID:	
	Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	95	$27,855.00	$23,676.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	95	$27,855.00	$23,676.75	0.00
Totals	95	$27,855.00	$23,676.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$27,855.00
Market	100%	$107,134.62

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$9,642.12
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$31,069.04
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$38,568.46
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev:	166408	Advertiser:	Heinrich for Senate
Alt Order #:		Product Desc:	Martin Heinrich 9/17 - 9/23 order
Flight Dates:	09/17/12 - 09/23/12	Estimate:	11913

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/17/12	09/23/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	MTWTF--	5	$125.00	0.00									
N 2	All	09/17/12	09/23/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MTWTF--	:30	5	$225.00	4	0.00	NM	5	$1,125.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	MTWTF--	5	$225.00	0.00									
N 3	All	09/17/12	09/23/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	10	$350.00	4	0.00	NM	10	$3,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	MTWTF--	10	$350.00	0.00									
N 4	All	09/17/12	09/23/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	10	$350.00	4	0.00	NM	10	$3,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	MTWTF--	10	$350.00	0.00									
N 5	All	09/17/12	09/23/12	Saturday Today Saturday Today	CM	Sa 5a-7a	-----S-	:30	1	$75.00	6	0.00	NM	1	$75.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	-----S-	1	$75.00	0.00									
N 6	All	09/17/12	09/23/12	News 4 Weekend Sat 7a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a	-----S-	:30	1	$250.00	3	0.00	NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	-----S-	1	$250.00	0.00									
N 7	All	09/17/12	09/23/12	Sunday Today Sunday Today	CM	Su 7a-8a	------S	:30	1	$100.00	6	0.00	NM	1	$100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	------S	1	$100.00	0.00									
N 8	All	09/17/12	09/23/12	Who Wants to Be A Milli Who Wants to Be A Million	CM	M-F 1130a-12p	--W-F--	:30	2	$75.00	6	0.00	NM	2	$150.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	--W-F--	2	$75.00	0.00									
N 9	All	09/17/12	09/23/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MT-T---	:30	3	$125.00	4	0.00	NM	3	$375.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	MT-T---	3	$125.00	0.00									
N 10	All	09/17/12	09/23/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	--W-F--	:30	2	$125.00	6	0.00	NM	2	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	--W-F--	2	$125.00	0.00									
N 11	All	09/17/12	09/23/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	M--T---	:30	2	$75.00	6	0.00	NM	2	$150.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	M--T---	2	$75.00	0.00									
N 12	All	09/17/12	09/23/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	MTWTF--	5	$125.00	0.00									
N 13	All	09/17/12	09/23/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	MTWTF--	5	$125.00	0.00									

Order / Rev: 166408
Alt Order #:
Flight Dates: 09/17/12 - 09/23/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 9/17 - 9/23 order
Estimate: 11913

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	All	09/17/12	09/23/12	Judge Judy-P/ DR 4p/ 43 Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	MTWTF--	5	$125.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	All	09/17/12	09/23/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	5	$325.00	4	0.00	NM	5	$1,625.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	MTWTF--	5	$325.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	All	09/17/12	09/23/12	NBC Nightly News NBC Nightly News	CM	M-F 530p-6p	MTWTF--	:30	5	$425.00	3	0.00	NM	5	$2,125.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	MTWTF--	5	$425.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	All	09/17/12	09/23/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	5	$400.00	4	0.00	NM	5	$2,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	MTWTF--	5	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	All	09/17/12	09/23/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MTWTF--	:30	5	$400.00	4	0.00	NM	5	$2,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	MTWTF--	5	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 19	All	09/17/12	09/23/12	News 4 Special Sa 5p-53 News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----S-	:30	1	$150.00	6	0.00	NM	1	$150.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-----S-	1	$150.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 20	All	09/17/12	09/23/12	News 4 Special @ 430p News 4 Special @ 430p Sun	CM	Su 430p-5p	------S	:30	1	$125.00	6	0.00	NM	1	$125.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	------S	1	$125.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 21	All	09/17/12	09/23/12	Monday Prime C Monday Prime C	CM	M 9p-10p	M------	:30	1	$1,200.00	2	0.00	NM	1	$1,200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	M------	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 22	All	09/17/12	09/23/12	Tuesday Prime B Tuesday Prime B	CM	Tu 8p-9p	-T-----	:30	1	$900.00	3	0.00	NM	1	$900.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-T-----	1	$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 23	All	09/17/12	09/23/12	Wednesday Prime C Wednesday Prime C	CM	W 9p-10p	--W----	:30	1	$700.00	4	0.00	NM	1	$700.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	--W----	1	$700.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 24	All	09/17/12	09/23/12	Friday Prime C Friday Prime C	CM	F 9p-10p	----F--	:30	1	$600.00	4	0.00	NM	1	$600.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	----F--	1	$600.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 25	All	09/17/12	09/23/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	5	$600.00	4	0.00	NM	5	$3,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	MTWTF--	5	$600.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 26	All	09/17/12	09/23/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	$400.00	6	0.00	NM	1	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-----S-	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 27	All	09/17/12	09/23/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	------S	:30	1	$400.00	6	0.00	NM	1	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	------S	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 28	All	09/17/12	09/23/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	-T--F--	:30	2	$245.00	3	0.00	NM	2	$490.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev:	166408	Advertiser:	Heinrich for Senate	
Alt Order #:		Product Desc:	Martin Heinrich 9/17 - 9/23 order	**KOB**
Flight Dates:	09/17/12 - 09/23/12	Estimate:	11913	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 28	All	09/17/12	09/23/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	-T--F--	:30	2	$245.00	3	0.00	NM	2	$490.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-T--F--	2	$245.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 29	All	09/17/12	09/23/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	M-WT---	:30	3	$55.00	6	0.00	NM	3	$165.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	M-WT---	3	$55.00	0.00

*Tax 1 Note: ABQ 7%.

Totals 95 $27,855.00